

As part of the localization effort the FCC has introduced low power FM (LPFM) stations. These stations are a direct threat to regional or national stations such as K-LOVE heard locally on FM 90.7. This is a national network of member supported and family oriented stations. They provide a positive atmosphere of Christian oriented music and programming. It serves as a wholesome format for which families can listen to the same station while being uplifted. The service that they provide for the Tidewater/Hampton Roads area of Virginia is unique. It is one of two major FM Christian or Gospel stations in the area. It's area of coverage is far reaching to areas that can only get one station. It is indeed in the public interest for this station to be able to transmit without interruption or in direct competition to LPFM stations.